

LEO BURNETT U.S.A.
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(FD4)
Printed in U.S.A.

AD# (PSI) 106-C2 'LOTTO COMPUTER'-REQ# M-93349-Super Page (8" x 10 13/16")-4/C
Product Movers (Spokane, Wash.), May 10, 1987

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PLAYERS LIGHTS 25's

Go ahead, press your luck!



Kings
& 100's
Regular and
Menthol

FREE Lotto Computer!

Now picking lottery numbers has never been easier or faster. Just press the big red Players Lights 25's button and your Lotto Personal Computer* will randomly select numbers for any state lottery or daily numbers game!

You're always in luck with Players Lights 25's—
50 EXTRA per carton, 5
EXTRA per pack!

And now get the Players
Lights 25's Lotto Computer
FREE with 4 carton proofs of
purchase.

M.R.P. suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine—
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

*Lotto Personal Computer is a trademark of Lottomatic, Inc. 1986

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PLAYERS LIGHTS 25's FREE Lotto Computer!

TO ORDER: 1 FREE Lotto Computer
Send 4 carton UPC codes from 4 cartons of
Players Lights 25's any style (no cash necessary). Limit 1 free Lotto Computer per person.

OR: Full Price Offer:
Send \$25 check or money order to PLAYERS
LIGHTS 25'S LOTTO COMPUTER (no cash
please) for each Lotto Computer ordered.

# of Computers	Lotto Computer Price	Total Cost
0	\$25.00 each	\$
Total Order		\$

Send order to:
Players Lights 25's Lotto Computer
P.O. Box 74029
Hauppauge, NY 11788-9962

Send Lotto Computer to:

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Please allow 4 to 6 weeks for delivery. No cash
refunds. If this offer ends before that time, we are
not responsible for any unused money or
extra shipping or handling fees.

8/31/87 Offer good while supplies last.

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PLAYERS LIGHTS 25's

You're already in luck...
Here's \$1.00 off your
next carton!

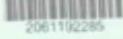
Kings & 100's
Regular and Menthol



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EXPRESS: 10/11/87



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